15. (Amended) A method of inducing apoptosis in a cell comprising administering to said cell an apoptosis inducing substance selected from the group consisting of:

an isolated or recombinant nucleic acid of SEQ ID NO:1 or SEQ ID NO:9 or a functional equivalent or functional fragment thereof, said functional equivalent or functional fragment thereof encoding an Apoptin-associating proteinaceous substance capable of causing apoptosis in a cell to which said isolated or recombinant nucleic acid or Apoptin-associating proteinaceous substance has been delivered,

a vector comprising an isolated or recombinant nucleic acid of SEQ ID NO:1 or SEQ ID NO:9 or a functional equivalent or functional fragment thereof, said functional equivalent or functional fragment thereof encoding an Apoptin-associating proteinaceous substance capable of causing apoptosis in a cell to which said isolated or recombinant nucleic acid or Apoptin-associating proteinaceous substance has been delivered, and

mixtures thereof.

16. The method according to claim 15 wherein said apoptosis is p53-independent.

19. (Amended) A method for treating a subject having a disease wherein enhanced cell proliferation or decreased cell death is observed, said method comprising treating the subject with the pharmaceutical composition comprising:

a pharmaceutically acceptable amount of a component selected from the group consisting of:

an isolated or recombinant nucleic acid of SEQ ID NO:1 or SEQ ID NO:9 or a functional equivalent or functional fragment thereof, said functional equivalent or functional fragment thereof encoding an Apoptin-associating proteinaceous substance capable of causing apoptosis in a cell to which said isolated or recombinant nucleic acid or Apoptin-associating proteinaceous substance has been delivered,

a vector comprising an isolated or recombinant nucleic acid of SEQ ID NO:1 or SEQ ID NO:9 or a functional equivalent or functional fragment thereof, said functional equivalent or functional fragment thereof encoding an Apoptin-associating proteinaceous substance capable of causing apoptosis in a cell to which said isolated or recombinant nucleic acid or Apoptin-associating proteinaceous substance has been delivered, and

mixtures thereof,

together with a pharmaceutically acceptable carrier, acceptable for said subject and said component to induce apoptosis.

20. The method according to claim 19 wherein said disease comprises cancer or auto-immune disease.

21. The method according to claim 19 wherein said apoptosis is p53-independent.